



INTERNATIONAL CLASSIFIED MEDIA ASSOCIATION

Making classified media work better!

ICMA CONFERENCES

6 – 8 November 2003, Dublin, Ireland / 6 – 8 May 2004, The Hague, The Netherlands

EXHIBITOR INFORMATION PACK

Display your products to our members for 3 full days and talk to over 100 decision makers under one roof. You have never paid so little to gain exposure to such high-quality potential clients in 3 days!

WHAT DOES THE EXHIBITOR PACK INCLUDE?

- ?? Exhibition and registration for ICMA's conference in Dublin, Ireland (and the Hague) for a maximum of 2 representatives
- ?? Table top display from 6 – 8 November 2003 (and 6 - 8 May 2004) (180 x 60 cm, incl. 2 chairs)
- ?? Possibility to place a back drop display (max 250 cm wide, 50 cm deep and 220 cm high)
- ?? Inclusion of brochure in conference folder (max 8 pages A4 and delivered to Buy & Sell in Dublin before 20 October 2003, delivery date and place for The Hague will be communicated later on)
- ?? Participation in Friday Plenary Day with a maximum of 2 persons. Saturday sessions are open to ICMA members only
- ?? Possibility to place your Banner (484 x 67 pixels) on our "Events Page" of the website which create seven higher awareness of your company
- ?? Two entry tickets to the ICMA Party on Saturday! Additional tickets can be purchased at 150,- per person
- ?? Lunch and refreshment breaks during the entire conference

SO WHAT DO YOU PAY?

- ?? Complete Dublin exhibitor package as described above for only **1.300,-**

HOW CAN I EASILY SAVE MONEY?

- ?? Exhibit at 2 ICMA conferences and pay the discounted double pack rate of **€ 2.300** only and **save €300,-** by registering now! (and avoid next year's price increase)

NOT INCLUDED IN EXHIBITOR PACK:

- ?? Additional technical items such as power sockets, computer desktops and/or monitors, Internet access and telephone lines. However, these items can be arranged for you on request and charged according to the invoice we receive.
- ?? Hotel accommodation (price per room at Radisson SAS, St. Helen's is €165,- incl. taxes and breakfast for a single and double room, price per room at the Kurhaus in the Hague is €175,- for a single and €199,- for a double room)
- ?? Entry and party ticket for additional persons

CANCELLATION POLICY

ICMA Head Office should be notified in writing of any cancellations. By sending in the exhibitor commitment form you have committed yourself to be an ICMA GM exhibitor for the Dublin (and the Hague) event. Cancellations between 12 September and 3 October 2003 will result in a penalty payment equal to 50% of the exhibitor fee. After 3 October 2003 there will be no refund to the paid exhibitor registration fee.



INTERNATIONAL CLASSIFIED MEDIA ASSOCIATION

Making classified media work better!

Exhibitor commitment Form Return by fax: +31 (0) 20 638 2336

Exhibitor Package

- ☒ Yes, I would like to exhibit our products at the ICMA General Meeting in Dublin, Ireland from 6 - 8 November 2003. Our presence at this 3-day meeting will cost us 1.300,-. See exhibitor information pack for full details.
- ☒ Yes, I would like to save money now and book the double exhibitor package. We will then be entitled to exhibit in Dublin, Ireland from 6 - 8 November 2003 and in The Hague, The Netherlands from 6 - 8 May 2004. Our presence at these 2 meetings will cost us only 2.300,-. See exhibitor information pack for full details.

Please complete the following to confirm your participation. A maximum of two individuals representing your company can be registered through this form. If you need to register additional persons, please contact ICMA Head Office.

Company name:
Address:
Zip Code: City:
Country:
Phone: Fax:
e-mail: Web site:
1st representative: Job title:
2nd representative: Job title:
Products/Services to be exhibited:

Hotel Requirements for Dublin

Date of Arrival: Time of Arrival:

Date of Departure:

The Radisson SAS, St. Helen's Room Options

† Deluxe Single Rm: 165

† Deluxe Double Rm: 165,-

†† Twin beds or † Double bed

† Name of person sharing with:

☒ I prefer a non-smoking room

† I have other room requirements please contact me

Rates are per room per night and inclusive breakfast and local taxes. Settlement of all charges is to be made directly to the hotel by each individual upon checkout.

Extras guests:

† Yes, I would like to register an additional person for the General Meeting in Dublin for the plenary day. Costs 300,- (non-member registration fee) per person. Name (s) of additional person (s):

† Yes, I would like to order extra party tickets (please indicate number), which costs 150,- per person.

Payment Details:

☒ Bank Transfer (ABN Amro, Amsterdam, Account No. 49.00.80.227, Swift Code ABNANL2A (we prefer a bank transfer))

☒ Charge to my credit card (complete details below)

Credit Card: ? Visa ? AMEX ? Mastercard/Eurocard

Credit Card No: Exp. date:

Cardholder's name: Signature:

You will automatically be sent a receipt following payment. Exhibitor registrations will not be official until full payment has been received, reservations will be handled on the basis of first come, first served.



INTERNATIONAL CLASSIFIED MEDIA ASSOCIATION
Making classified media work better!

ICMA Conference
6 – 8 November 2003, Dublin

SPONSORSHIP INFORMATION PACK

COLLATERAL MATERIAL

SPONSOR THE CONFERENCE FOLDER

Provided to all ICMA participants prior to the commencement of the conference (quantity 150)

- ?? Sponsor tabbed dividers in the conference folder – total of 12 tabbed dividers per conference folder
- ?? Space of 8cm x 10cm for sponsor advertisement at bottom right corner of each divider in black & white including sponsor logo, company name and text
- ?? Recognition of sponsorship including company logo and name included in promotional brochure (deadline 25 August), pocket guide, welcome letter in conference folder and during general session
- ?? Your Banner (484 x 67 pixels) will be placed in our “Events Page” of the website which creates even higher awareness of your company

Cost: 950,-

SPONSOR THE NAME BADGES

Branded lanyard to hold name badge and/or branded name badge

- ?? Sponsor the necklace holding each badge so participants can put badges around their necks or sponsor the name badge itself.
- ?? Company name and logo printed on to necklace and/or name badge
- ?? Recognition of sponsorship including company logo and name included in promotional brochure (deadline 25 August), pocket guide, conference folder and during general session
- ?? Your Banner (484 x 67 pixels) will be placed in our “Events Page” of the website which creates even higher awareness of your company

Cost: 650,-

CONFERENCE PROGRAMME

SPONSOR TWO COFFEE BREAKS(one day)

Friday 7 or Saturday 8 November

- ?? Mention of sponsorship including company name and origin addressed to the audience during the general session beforehand
- ?? Table signage including your company logo and name (to be provided by sponsor)
- ?? Recognition of sponsorship including company logo and name included in promotional brochure (deadline 25 August), pocket guide, conference folder and on board inside refreshment area
- ?? Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the web site which create seven higher awareness of your company

Cost: 600,-

SPONSOR A NETWORKING LUNCH AT THE "TALAVERA RESTAURANT"

Friday 7 or Saturday 8 November

- ?? Mention of sponsorship including company name and origin addressed to the audience during the general session beforehand
- ?? Your brochure or leaflet placed on every seat beforehand
- ?? Table signage including your company logo and name (to be provided by sponsor)
- ?? Recognition of sponsorship including company name and logo included in promotional brochure (deadline 25 August), pocket guide, conference folder and on board in the Talavera restaurant
- ?? Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the web site which create seven higher awareness of your company

Cost: 950.-

SPONSOR THE PUBLISHERS' MEETING

Saturday 8 November

- ?? Stand-alone sign inside the meeting room with your company logo (provided by sponsor)
- ?? Name cards with your company logo
- ?? Mention of sponsorship including company name and origin addressed to audience during opening of meeting
- ?? Recognition of sponsorship including company name and logo included in promotional brochure (deadline 25 August), pocket guide and conference folder
- ?? Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the web site which create seven higher awareness of your company

Cost: 1.250.-

CONFERENCE PROGRAMME CONTINUED...

** SPONSOR THE SALESMANAGERS' WORKSHOP OR CFO MEETING**

Saturday 8 November

- ?? Stand-alone sign inside the meeting room with your company logo (provided by sponsor)
- ?? Name cards with your company logo
- ?? Mention of sponsorship including company name and origin addressed to audience during opening of meeting
- ?? Recognition of sponsorship including company name and logo included in promotional brochure (deadline 25 August), pocket guide and conference folder
- ?? Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: 550,- for Sales Managers Workshop, €350,- for CFO Meeting

** SPONSOR THE CYBER CAFÉ**

ICMA's "Cyber Café" in the ICMA Lounge

- ?? Signage with sponsor's logo standing next to and around Cyber Café (to be provided by sponsor)
- ?? Recognition of sponsorship including company logo and name included in promotional brochure (deadline 25 August), pocket guide and conference folder
- ?? Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: 700,-

SOCIAL PROGRAMME /EVENTS

SPONSOR THE WELCOME RECEPTION (Opening Night)

Thursday 6 November, 18.00 – 19.30

- ?? Drinks and canapés served by hotel caterers (standing) next to your signage in the ICMA Lounge where the reception takes place. Sign to include your company name and logo, plus Welcome cocktail courtesy of... (Sign will need to be provided by sponsor)
- ?? Recognition of sponsorship in ALL printed material – Promotional brochure (deadline 25 August), pocket guide and conference folder
- ?? Your Banner (484 x 67 pixels) will be placed in our “Events Page” of the website which creates even higher awareness of your company

Cost: 600.-

SPONSOR ICMA MEMBER LOUNGE

Official ICMA Member Lounge in the “Talavera Wine Bar” for informal get-togethers and drinks

- ?? Sponsorship of room for 3-day event.
- ?? Full signage including your company name and logo displayed on cards in room, and signage outside entrance (signage will need to be provided by sponsor)
- ?? Recognition of sponsorship in ALL printed material – Promotional brochure (deadline 25 August), pocket guide and conference folder
- ?? Your Banner (484 x 67 pixels) will be placed in our “Events Page” of the website which creates even higher awareness of your company

Cost: 800,-

SPONSOR LAND, SEA AND WHISKEY !

Thursday 6 November afternoon; The Dublin Viking tour followed by a visit to the Jameson Distillery

- ?? Sponsor rain jackets or caps with company logo (to be provided by sponsor)
- ?? Sponsor the entrance tickets to the Viking tour and Jameson Distillery
- ?? Mention of sponsorship including company name and origin addressed to participants before, during and after the tour
- ?? Recognition of sponsorship in ALL printed material – Promotional brochure (deadline 25 August), pocket guide and conference folder
- ?? Your Banner (484 x 67 pixels) will be placed in our “Events Page” of the website which creates even higher awareness of your company

Cost: 500,-

SPONSOR ICMA GOLF TOURNAMENT AT DRUIDSGLENN GOLF CLUB IN DUBLIN

Sunday 9 November, some ICMA members will play the famous 18-hole at Druids Glenn

- ?? Sponsor golf balls with your company logo (to be provided by sponsor)
- ?? Mention of sponsorship including company name and origin addressed to participants during the whole event (including bus tour to and from Druids Glenn Golf Club)
- ?? Recognition of sponsorship in ALL printed material – Promotional brochure (deadline 25 August), pocket guide and conference folder
- ?? Your Banner (484 x 67 pixels) will be placed in our “Events Page” of the website which creates even higher awareness of your company

Cost: 800,-



INTERNATIONAL CLASSIFIED MEDIA ASSOCIATION

Making classified media work better!

Sponsorship Comment Form

Return By Fax: +31-20-6382371

Please tick which Sponsorship Package you would like to register for:

☒ Collateral Material

- | | | |
|---|------|-------|
| ☒ Sponsor the conference folder | Euro | 950,- |
| ☒ Sponsor the name badges | Euro | 650,- |

☒ Conference Programme

- | | | |
|---|------|----------------|
| ☒ Sponsor two coffee breaks (one day) | Euro | 600,- |
| ☒ Sponsor a Networking Lunch at "Taverna restaurant" | Euro | 950,- |
| ☒ Sponsor the Publishers' Meeting | Euro | 1.250,- |
| ☒ Sponsor the Sales Managers' Workshop or CFO Meeting | Euro | 550,- or 350,- |
| ☒ Sponsor the Cyber Café | Euro | 700,- |

☒ Social Programme /Events

- | | | |
|--|------|-------|
| ☒ Sponsor the welcome reception | Euro | 600,- |
| ☒ Sponsor the ICMA member lounge | Euro | 800,- |
| ☒ Sponsor land, sea and sky! | Euro | 500,- |
| ☒ Sponsor the ICMA golf tournament at Druids Glenn | Euro | 800,- |

Get **10% discount** if you book now for next years conference from 6 – 8 May at the Kurhaus in the Hague, The Netherlands!

☒ Yes, I would like to book now for the Hague conference as well and get a **10% discount**

Please complete the following to confirm your participation.

Company name :

Address :

Zip Code :

City :

Country :

Phone :

Fax :

E-mail :

Web site :

Name Contact Person :

Signature :

Payment Details:

- ☒ Bank Transfer (ABN Amro, Amsterdam, Account No. 49.00.80.227, Swift Code ABNANL2A.)
- ☒ Charge to my credit card (complete details below)

Credit Card: ? ☒ Visa ? ☒ AMEX ? ☐ Mastercard/Eurocard

Credit Card No : Exp. date :

Cardholder's name : Signature :

You will automatically be sent a receipt following payment. Please note that payments must be net and free of all commissions. Sponsorship will not be official until full payment has been received.

Please fax to ICMA Head Office before Friday 12 September 2003.
You will receive a confirmation immediately following.

Please note: By sending in this form you have committed yourself to be an official ICMA GM sponsor for the Dublin (and the Hague) event. The package as described in the Sponsorship Information Pack is relevant in this sense. The privileges that apply to the exhibitors therefore do not apply to the sponsors. Cancellation of any sponsorship after 12 September will result in a penalty payment equal to 50% of the sponsorship fee. All sponsorships are accepted on a first come, first served basis.